

**Application Data Sheet**  
**Application Information**

Application number::

10/659,746

Filing Date::

11 September 2003

Application Type::

Regular

Subject Matter::

Suggested classification::

Suggested Group Art Unit::

CD-ROM or CD-R?::

Number of copies of CDs::

Sequence submission?::

Computer Readable Form (CRF)?::

Number of copies of CRF::

Title::

EFFICIENT ONLINE STYLE  
AUCTIONING THAT ENCOURAGES  
OUT-OF-CHANNEL NEGOTIATION (AS  
AMENDED)

Attorney Docket Number::

1266-27

Request for Early Publication?::

Request for Non-Publication?::

Suggested Drawing Figure::

Total Drawing Sheets::

52

Small Entity?::

**Applicant Information**

Applicant Authority Type::

Inventor

Primary Citizenship Country::

U.S.A.

Status::

Given Name::

Esther

Middle Name::

Family Name::

Dabney

Name Suffix::

City of Residence::

Georgia

State or Province of Residence::

GA

Street of mailing address::

c/o AutoTrader.com, LLC 5775 Peachtree  
Dunwoody Rd., Suite A-200

City of mailing address::

Atlanta

State or Province of mailing address::

GA

Country of mailing address::

U.S.A.

Postal or Zip Code of mailing address::

30342

Applicant Authority Type::	Inventor
Primary Citizenship Country::	U.S.A.
Status::	
Given Name::	Greg
Middle Name::	
Family Name::	Easterly
Name Suffix::	
City of Residence::	Atlanta
State or Province of Residence::	GA
Street of mailing address::	c/o AutoTrader.com, LLC 5775 Peachtree Dunwoody Rd., Suite A-200
City of mailing address::	Atlanta
State or Province of mailing address::	GA
Country of mailing address::	U.S.A.
Postal or Zip Code of mailing address::	30342
Applicant Authority Type::	Inventor
Primary Citizenship Country::	U.S.A.
Status::	
Given Name::	Brad
Middle Name::	
Family Name::	Mohs
Name Suffix::	
City of Residence::	Dunwoody
State or Province of Residence::	GA
Street of mailing address::	c/o AutoTrader.com, LLC 5775 Peachtree Dunwoody Rd., Suite A-200
City of mailing address::	Atlanta
State or Province of mailing address::	GA
Country of mailing address::	U.S.A.
Postal or Zip Code of mailing address::	30342
Applicant Authority Type::	Inventor
Primary Citizenship Country::	U.S.A.
Status::	
Given Name::	Michael
Middle Name::	
Family Name::	Mullis
Name Suffix::	
City of Residence::	Atlanta
State or Province of Residence::	GA
Street of mailing address::	c/o AutoTrader.com, LLC 5775 Peachtree Dunwoody Rd., Suite A-200
City of mailing address::	Atlanta
State or Province of mailing address::	GA

Country of mailing address:: U.S.A.  
 Postal or Zip Code of mailing address:: 30342

Applicant Authority Type:: Inventor  
 Primary Citizenship Country:: U.S.A.  
 Status::  
 Given Name:: Mike  
 Middle Name::  
 Family Name:: Winn  
 Name Suffix::  
 City of Residence:: Atlanta  
 State or Province of Residence:: GA  
 Street of mailing address:: c/o AutoTrader.com, LLC 5775 Peachtree  
 Dunwoody Rd., Suite A-200  
 City of mailing address:: Atlanta  
 State or Province of mailing address:: GA  
 Country of mailing address:: U.S.A.  
 Postal or Zip Code of mailing address:: 30342

### **Correspondence Information**

Correspondence Customer Number:: **23117**

### **Representative Information**

Representative Customer Number:: **23117**

### **Domestic Priority Information**

Application::	Continuity Type::	Parent Application::	Parent Filing Date::
This application	An application claiming the benefit under 35 USC §119(e)	60/437,153	December 31, 2002

### **Assignee Information**

Assignee name:: AutoTrader.com, LLC  
 Street of mailing address:: 5775 Peachtree Dunwoody Road, Suite A-200  
 City of mailing address:: Atlanta  
 State or Province of mailing address:: Georgia  
 Country of mailing address:: U.S.A.  
 Postal or Zip Code of mailing address:: 30342